

## ORDER



**Orders**  
**Order / Rev:** 949429  
**Alt Order #:** 25323690  
**Product Desc:** TV  
**Estimate:** 1202/1805/4806  
**Flight Dates:** 10/05/16 - 10/16/16  
**Original Date / Rev:** 10/03/16 / 10/03/16  
**Order Type:** REG

## WLNS Lansing

**Primary AE:** Katz Washington  
**Sales Office:** K-WAS  
**Sales Region:** Nat

**Agency**  
**Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Mike Bishop  
**Demographic:** A25-54  
**Product Codes:** PL5  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN9370/IN11002/IN14195/TO29  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/16/16	77	\$8,000.00	\$6,800.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	77	\$8,000.00	\$6,800.00	0.00
<b>Totals</b>	<b>77</b>	<b>\$8,000.00</b>	<b>\$6,800.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington	K-WAS	Nat	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLNS	10/05/16	10/05/16	6 News This Morning II 6 News This Morning II	CM	528a-558a	--1----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--1----		1				\$50.00		0.00			
N 2	WLNS	10/10/16	10/16/16	6 News This Morning II 6 News This Morning II	CM	528a-558a	11111--	:30	5	\$50.00	P3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	11111--		5				\$50.00		0.00			
N 3	WLNS	10/05/16	10/07/16	6 News This Morning 6-7a 6 News This Morning 6-7a	CM	6-7a	--111--	:30	3	\$125.00	P3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--111--		3				\$125.00		0.00			
N 4	WLNS	10/10/16	10/14/16	6 News This Morning 6-7a 6 News This Morning 6-7a	CM	6-7a	11111--	:30	5	\$125.00	P3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	11111--		5				\$125.00		0.00			
N 5	WLNS	10/05/16	10/07/16	CBS This Morning CBS This Morning	CM	7a-9a	--111--	:30	3	\$100.00	P3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--111--		3				\$100.00		0.00			
N 6	WLNS	10/10/16	10/14/16	CBS This Morning CBS This Morning	CM	7a-9a	11111--	:30	5	\$100.00	P3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	11111--		5				\$100.00		0.00			

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 Alt Order #: 25323690  
 Flight Dates: 10/05/16 - 10/16/16

Advertiser: POL/Mike Bishop  
 Product Desc: TV  
 Estimate: 1202/1805/4806

WLNS Lansing

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WLNS	10/08/16	10/15/16	6 News at 8a Sat 6 News at 8a Sat	CM	8a-9a	-----2-	:30	2	\$60.00	P3	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----2-		2				\$60.00		0.00			
		Week: 10/10/16	10/16/16	-----1-		1				\$60.00		0.00			
N 8	WLNS	10/08/16	10/15/16	CBS This Morning Sa CBS This Morning Sa	CM	9a-11a	-----1-	:30	1	\$100.00	P3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----1-		1				\$100.00		0.00			
		Week: 10/10/16	10/16/16	-----1-		1				\$100.00		0.00			
N 9	WLNS	10/09/16	10/16/16	6 News at 8a Sun 6 News at 8a Sun	CM	8a-9a	-----1	:30	1	\$60.00	P3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----1		1				\$60.00		0.00			
		Week: 10/10/16	10/16/16	-----1		1				\$60.00		0.00			
N 10	WLNS	10/05/16	10/14/16	M-F 9a-10a M-F 9a-10a	CM	9a-958a	11111--	:30	5	\$50.00	P3	0.00	NM	8	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--111--		3				\$50.00		0.00			
		Week: 10/10/16	10/16/16	11111--		5				\$50.00		0.00			
N 11	WLNS	10/05/16	10/07/16	Price is Right Price is Right	CM	1058a-12p	--111--	:30	3	\$125.00	P3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--111--		3				\$125.00		0.00			
N 12	WLNS	10/10/16	10/14/16	Price is Right Price is Right	CM	1058a-12p	1-1-1--	:30	3	\$125.00	P3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	1-1-1--		3				\$125.00		0.00			
N 13	WLNS	10/06/16	10/06/16	6 News at Noon 6 News at Noon	CM	12p-1228p	---1---	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	---1---		1				\$150.00		0.00			
N 14	WLNS	10/10/16	10/14/16	6 News at Noon 6 News at Noon	CM	12p-1228p	-1-1---	:30	2	\$150.00	P3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-1-1---		2				\$150.00		0.00			
N 15	WLNS	10/05/16	10/07/16	Y&R Y&R	CM	1228p-130p	--1-1--	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--1-1--		2				\$125.00		0.00			
N 16	WLNS	10/10/16	10/14/16	Y&R Y&R	CM	1228p-130p	1-1-1--	:30	3	\$125.00	P3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	1-1-1--		3				\$125.00		0.00			
N 17	WLNS	10/06/16	10/06/16	Bold & Beautiful Bold & Beautiful	CM	130p-2p	---1---	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	---1---		1				\$125.00		0.00			
N 18	WLNS	10/11/16	10/13/16	Bold & Beautiful Bold & Beautiful	CM	130p-2p	-1-1---	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-1-1---		2				\$125.00		0.00			
N 19	WLNS	10/07/16	10/07/16	The Talk The Talk	CM	2p-3p	----1--	:30	1	\$75.00	P3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----1--		1				\$75.00		0.00			
N 20	WLNS	10/10/16	10/14/16	The Talk The Talk	CM	2p-3p	1-1-1--	:30	3	\$75.00	P3	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WLNS Lansing

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N20	WLNS	10/10/16	10/14/16	The Talk The Talk	CM	2p-3p	1-1-1--	:30	3	\$75.00	P3	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	1-1-1--		3				\$75.00		0.00			
N21	WLNS	10/05/16	10/14/16	M-F 4p-5p M-F 4p-5p	CM	358p-458p	11111--	:30	5	\$100.00	P3	0.00	NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--111--		3				\$100.00		0.00			
		Week: 10/10/16	10/16/16	11111--		5				\$100.00		0.00			
N22	WLNS	10/05/16	10/07/16	M-F 530p-6p M-F 530p-6p	CM	529p-558p	--1-1--	:30	2	\$100.00	P3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--1-1--		2				\$100.00		0.00			
N23	WLNS	10/10/16	10/16/16	M-F 530p-6p M-F 530p-6p	CM	529p-558p	1-1-1--	:30	3	\$100.00	P3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	1-1-1--		3				\$100.00		0.00			
N24	WLNS	10/08/16	10/15/16	CBS SEC College Football CBS SEC College Football	CM	330p-7p (3:30 PM-7:00 PM)	-----1-	:30	1	\$150.00	P3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----1-		1				\$150.00		0.00			
		Week: 10/10/16	10/16/16	-----1-		1				\$150.00		0.00			
N25	WLNS	10/09/16	10/16/16	NFL DBLHDR Game #1 NFL DBLHDR Game #1	CM	1p-4p (1:00 PM-4:00 PM)	-----1	:30	1	\$200.00	P4	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----1		1				\$200.00		0.00			
		Week: 10/10/16	10/16/16	-----1		1				\$200.00		0.00			
N26	WLNS	10/09/16	10/16/16	NFL DBLHDR Game #2 NFL DBLHDR Game #2	CM	4-730p (4:00 PM-7:30 PM)	-----1	:30	1	\$250.00	P4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----1		1				\$250.00		0.00			
		Week: 10/10/16	10/16/16	-----1		1				\$250.00		0.00			
													Totals	77	\$8,000.00